

## Message Text

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51

ACTION COME-00

INFO OCT-01 NEA-14 ISO-00 EB-11 XMB-07 TRSE-00 OMB-01

CIEP-03 CIAE-00 INR-11 NSAE-00 RSC-01 OPIC-12 AID-20

USIA-15 DRC-01 /097 W

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R 301114Z SEP 74

FM AMEMBASY TEL AVIV

TO SECSTATE WASHDC 4030

UNCLAS TEL AVIV 5534

E.O.11652: N/A

TAGS: OTRA, OGEN , IS

SUBJECT: TRADE PROMOTION--RICHARD GARNITZ ADDRESSES  
ISRAELI BUSINESS GROUP

PASS COMMERCE

REF: TEL AVIV 4138

1. ON SEPTEMBER 29 RICHARD GARNITZ(ASSISTANT DIRECTOR FOR INTERNATIONAL MARKETING, DEPARTMENT OF COMMERCE) ADDRESSED A BLUE RIBBON GROUP OF 125 ISRAELI INDUSTRIAL LEADERS AND PURCHASING MANAGERS. PROGRAM OPENED WITH WELCOMING REMARKS BY CHARGE AND CHAIRMAN OF PURCHASING MANAGERS ASSOCIATION, AND CLOSED WITH SHOWING OF TOP FILM.

2. IN HIS PRESENTATION, GARNITZ DISCUSSED MAJOR TRADE PROMOTION PROGRAMS RUN BY COMMERCE EXPLAINING BENEFITS OF EACH TO ISRAELI IMPORTERS, PROVIDED FULL FACILITIES OF EMBASSY AND COMMERCE ARE UTILIZED. HE ALSO DESCRIBED OTHER USG TRADE PROMOTION FACILITIES. HE STRESSED IN PARTICULAR KEEN US INTEREST IN ISRAELI MARKET AND OUR DETERMINATION TO EXPAND TRADE BETWEEN TWO COUNTRIES.

3. IN LIVELY DISCUSSION PERIOD, ISRAELIS, MOST OF WHOM ARE LONG TIME BUYERS OF US GOODS AND SERVICES, EXPRESSED  
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CONCERN ABOUT EXPORT FINANCING, SHORTAGE OF SUPPLY AND

LONG DELIVERY TIMES (E.G. TIM PLATE CONSTRUCTION MACHINERY),  
HIGH US PRICES AND RELUCTANCE OF SOME US COMPANIES  
TO DO BUSINESS WITH ISRAELI BECAUSE OF ARAB BOYCOTT.  
ISRAELIS REQUESTED USG ASSISTANCE IN THESE AREAS. THEY  
STRESSED NEED FOR MORE FAVORABLE EXPORT FINANCING AND USG  
ENCOURAGEMENT OF TRADE AND INVESTMENT IN ISRAEL.

4. COMMENT: EMBASSY VERY MUCH APPRECIATES VISIT BY GARNITZ.  
HIS SHORT STAY, WHICH INCLUDED RECEPTION AT COMMATT'S  
RESIDENCE FOR BUSINESS LEADERS WHO DID NOT ATTEND EVENT  
DESCRIBED ABOVE, OBVIOUSLY HAD STRONG POSITIVE IMPACT ON  
INFLUENTIAL SEGMENT OF ISRAELI BUSINESS COMMUNITY. WE,  
MOREOVER, TOOK ADVANTAGE OF GARNITZ PRESENCE TO HAVE  
VERY HELPFUL DISCUSSION WITH PAO ABOUT POSSIBLE USE OF  
USIS OFFICE SPACE FOR TRADE EXHIBITS, IN-BETWEEN SHOWS, CATALOG SHOWS  
ETC.  
VELIOTES

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## Message Attributes

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